

Message Text

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PAGE 01 MELBOU 00723 210719Z

21

ACTION CU-04

INFO OCT-01 EA-07 ISO-00 /012 W
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R 210630Z JUN 74

FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 2215

INFO USIA WASHDC

USDOC WASHDC

AMEMBASSY CANBERRA

AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS MELBOURNE 0723

FOR CU

E.9. 11652: N/A

TAGS: BEXP, OTRA, AS

SUBJECT: BIOMEDICAL STAG OR VOL SPEAKER FOR AUSTRALIA.

1. BACKGROUND: THE US\$30 MILLION AUSTRALIAN BIOMEDICAL EQUIPMENT IMPORT MARKET HAS GROWN IN RECENT YEARS AT AN ANNUAL RATE APPROACHING 15 PERCENT; INCREASING PRESSURES, NATIONWIDE, FOR A NATIONAL HEALTH PLAN, AS WELL AS FOR BETTER MEDICAL CARE GENERALLY, SHOULD INCREASE THIS GROWTH RATE OVER THE NEXT SEVERAL YEARS. THE U.S. SHARE OF THIS IMPORT MARKET, ABOUT ONE QUARTER, HAS REMAINED RELATIVELY CONSTANT OVER THE LAST FEW YEARS, WHILE OTHER COUNTRIES, NOTABLY JAPAN, HAVE SIGNIFICANTLY INCREASED THEIR MARKET PENETRATION.

2. THE FY 1975 COUNTRY COMMERCIAL PROGRAM (CCP) FOR AUSTRALIA INCLUDES AS ONE OF ITS MAIN THEMES A CAMPAIGN TO INCREASE US SALES OF BIOMEDICAL EQUIPMENT ON THE AUSTRALIAN MARKET. THIS CAMPAIGN SHOULD ENABLE US SUPPLIERS OF BIOMEDICAL EQUIPMENT TO CAPTURE AS MUCH AS AN ADDITIONAL 6 PERCENT OF THIS MARKET, FOR AN EXPORT DOLLAR GAIN APPROACHING US\$2 MILLION.

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3. ACTION REQUESTED: A USIS-SPONSORED STAG OR VOL
SPEAKER- PREFERABLY AN EXPERT FAMILIAR WITH NEW
ADVANCES ACROSS A WIDE RANGE OF AMERICAN MEDICAL
TECHNOLOGY AND, IF POSSIBLE, A WELL KNOWN FIGURE IN THE
MEDICAL PROFESSION AS WELL-COULD PROVIDE A
MAJOR IMPETUS TO THIS ASPECT OF THE 1975 CCP BIOMEDICAL
CAMPAIGN. ACCORDINGLY THE AGENCY
IS REQUESTED TO INVESTIGATE THE PROSPECTS FOR FY 75 SCHEDULING
OF AN AUSTRALIAN VISIT FOR SUCH A SPEAKER, OR SPEADERS,
INCLUDING, IF POSSIBLE, SPEECHES AND-OR SEMINARS IN THE
CITIES OF MELBOURNE, SYDNEY, CANBERRA, BRISBANE
AND PERTH.
BROWN

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NNN

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